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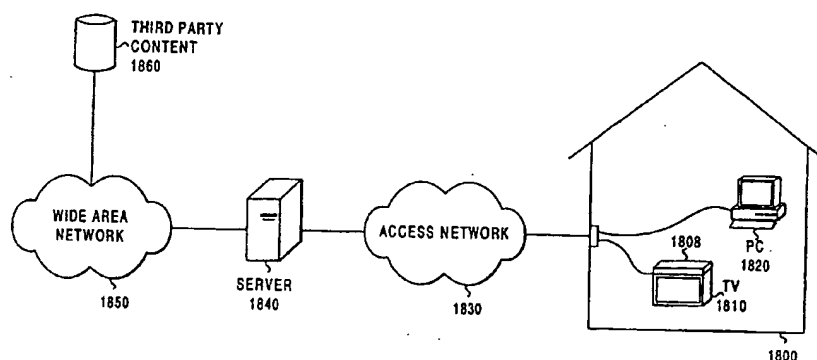
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- (71) Applicant (*for all designated States except US*): TELECOM PARTNERS LTD. [US/US]; 300 N. Broad Street, Doylestown, PA 18901 (US).
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- (72) Inventors; and
- (75) Inventors/Applicants (*for US only*): ELDERING, Charles, A. [US/US]; 315 Hedgerow Lane, Doylestown, PA 18901 (US). SYLLA, M., Lamine [SN/US]; 6 West Butler Avenue, New Britain, PA 18901 (US).
- (74) Agent: RYDER, Douglas, J.; 300 North Broad Street, Doylestown, PA 18901 (US).

(54) Title: SUBSCRIBER CHARACTERIZATION AND ADVERTISEMENT MONITORING SYSTEM



(57) Abstract: A subscriber characterization and advertisement monitoring system is presented in which subscriber viewing habits are monitored to determine demographic profiles. These profiles can be utilized for the matching of advertisements to subscribers based on their viewing habits and estimated demographics and product interests. The system can be run locally in a television set-top (1808) or can be run in client server mode where channel selections are transmitted from the residence (1800) to a centralized switching location server (1840) such as a telephone office or Internet Service Provider. In client-server mode the channel selections are monitored at the centralized location (1840) which also performs the subscriber characterization. The system also provides the ability to monitor if advertisements were viewed and for what duration.

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## INTERNATIONAL SEARCH REPORT

International application No.  
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## A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : H04N 7/173  
US CL : 345/327; 348/1,7,9,12,13; 455/2,4,2, 5,1,6,2,6,3  
According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 345/327; 348/1,7,9,12,13; 455/2,4,2, 5,1,6,2,6,3

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US, 5,374,951 A (WELSH) 20 December 1994 figure 7 & columns 14-15.	1
A, P	US 5,977,964 A (WILLIAMS et al.) 02 November 1999 whole document	1-7
A	US 5,786,845 A (TSURIA) 28 July 1998 whole document	8-13
A	US 5,233,423 A (JERNIGAN et al.) 03 August 1993 whole document	8-13
A	US 5,805,974 A (HITE et al.) 08 September 1998 whole document	8-13

☒ Further documents are listed in the continuation of Box C. ☐ See patent family annex.

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* A* document defining the general state of the art which is not considered to be of particular relevance	* X* document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
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* O* document referring to an oral disclosure, use, exhibition or other means	
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Commissioner of Patents and Trademarks  
Box PCT  
Washington, D.C. 20231

Facsimile No. (703) 305-3230

Authorized officer

CHRISTOPHER GRANT

Telephone No. (703) 305-4755

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## C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X -- Y	US 5,758,259 A (LAWLER) 26 May 1998 figures 5 & 6.	14,15,22 33,34,40 ----- 30-32, 49-51
X	US 5,635,989 A (ROTHMULLER) 03 June 1997 figure 3	14,22
X	US 5,410,344 A (GRAVES et al.) 25 April 1995 whole document, especially figure 4.	14,16-18, 22,23
A,E --- Y,E	US 6,002,394 A (SCHEIN et al.) 14 December 1999 col. 15, line 58 - col. 16, line 14.	25-29,44-48 ----- 30-32,49-51
A	US 5,515,098 A (CARLES) 07 May 1996 whole document	30-32,49-51